



**EPA Performance Appraisal and Recognition System
Performance Plan Coversheet
AFGE Bargaining Unit**

Employee Name
Karen Reshkin

Title, Series, Grade
Public Affairs Specialist, GS-1035-13

Performance Period
10/1/10 - 9/30/11

Organizational Location
R5/OPA

PRIVACY ACT STATEMENT

The maintenance of this information is governed by Privacy Act system of records OPM/GOVT-2. The authority for the maintenance of this system is 5 U.S.C. 1104, 3321, 4305, and 5405, and Executive Order 12107. This information is required. Not providing this information may hinder the Agency's ability to process personnel actions concerning you. This information is used to define the critical elements, performance standards, and performance measures directly related to your job. It will be used to document your mid-year review, any other reviews, and your end of year rating. The information may also be used in connection with selection for and publication of cash and honor awards; other personnel actions based on performance such as training and development decisions; the hiring or retention of an individual or the issuance of other benefits; relevant judicial or administrative proceedings; law enforcement purposes; personnel research or survey purposes; and negotiated grievance procedures. Disclosure may also be made to the MSPB, the EEOC, and other Federal agencies for purposes authorized by law; to a Congressional office at your request; and to officials of labor organizations when relevant and necessary to their duties as exclusive representatives of Federal employees. This is a summary of the routine uses for these records. For a full description of this system notice, including routine uses, see 65 FR 24737 (Apr. 27, 2000).

**Do Not Remove this Coversheet until the Entire Form Is Placed in the Employee
Performance File in the Servicing Human Resources Office.**



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Employee Name Reshkin, Karen	Title, Series, Grade
Performance Period: 10/1/10 - 9/30/11	Organizational Location R5/OPA

SECTION 1. DETERMINING CRITICAL ELEMENTS AND SETTING STANDARDS

My supervisor and I have discussed the critical elements that I will be rated upon during the course of this rating period.

Employee's Signature and Date	Supervisor's Signature and Date
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Individual being rated is a: ☐ Supervisor ☐ Manager ☐ Team Leader ☒ Employee

Linking CEs: It is important that critical elements (CE's) be linked to the Agency Strategic Plan, or to a Regional Strategic Plan, as appropriate. The Plan contains five long-term, results-based environmental goals. It also describes seven Cross-Goal Strategies. If you link a CE to a Goal, then use the relevant objective(s) to more specifically define the linkage. If your duties include the performance of cross-Agency or cross-media work (including administrative, financial or legal support functions, or information management) then it may be more appropriate to link each CE to a Strategy, rather than to an environmental Goal. For management and support functions not captured by the seven Cross-Goal Strategies, use the alternative linkage statement: *This work is an enabling and support function that supports the outcomes of all five of the Agency's strategic goals.*

Indicate which Strategic Plan Goal(s) is/are linked to the Critical Elements for this position:

SECTION 2. PROGRESS REVIEW(S)

	Mid Year Review (Required)	"Other" Review (Optional)	"Other" Review (Optional)
Supervisor's Initials and Date			

My supervisor and I have discussed my performance for this period in relation to my performance standards and measures.

Employee's Initials and Date	Employee Comments <input type="checkbox"/> attached <input type="checkbox"/> not attached
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SECTION 3. END OF YEAR RATING

Summary Rating Levels* <input type="checkbox"/> Outstanding <input type="checkbox"/> Minimally Satisfactory <input checked="" type="checkbox"/> Exceeds Expectations <input type="checkbox"/> Unacceptable <input type="checkbox"/> Fully Successful * See next page for definitions and additional guidance	Learning and Development My supervisor and I have discussed my training needs for the year and an Individual Development Plan (IDP). <input type="checkbox"/> is attached <input type="checkbox"/> is not attached
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My supervisor and I have discussed my performance for the calendar year in relation to my performance standards and measures. My supervisor has informed me of my rating of record.

Supervisor's Signature and Date <i>Dore M. Fawcett 10/24/11</i>	Employee's Signature and Date <i>Karen Reshkin 10/27/2011</i>
Higher Level Supervisor's Signature and Date	Employee Comments <input type="checkbox"/> attached <input type="checkbox"/> not attached



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Definitions of Summary Rating Levels

Outstanding	<p>*Consistently proposes new, creative approaches and practical ideas that are accepted by fellow workers and incorporated into day-to-day work operations to improve efficiency and effectiveness of the work.</p> <p>*Coworkers are motivated and energized by employee's actions and the employee is often sought for advice concerning complex, controversial, and difficult issues prior to implementation.</p> <p>*Employee is consistently proactive, demonstrates initiative, and uses exceptional judgment.</p> <p>*Understands the political realities of situations, keeps supervisor and/or Team Leader informed of issues and problems and uses discretion in keeping sensitive matters confidential.</p> <p>*Employee most often resolves problems independently and effectively eliminates problems from happening without supervisory intervention or assistance.</p> <p>*Employee makes significant contributions to the mission and priorities of the unit, office, region and constituencies on a regular basis.</p>
Exceeds Expectations	This level signifies that the results achieved are clearly beyond what could be reasonably expected for Fully Successful performance.
Fully Successful	This level signifies the employee's performance results achieved are those that can be reasonably expected of any employee on the job in order to fully and adequately achieve assigned responsibilities.
Minimally Satisfactory	This level signifies that there is a performance-related problem(s) although the performance has not reached "Unacceptable" in any Critical Element. The employee demonstrates limited ability in producing work of acceptable volume and/or quality within established timeframes; or exhibits limited sense of personal responsibility and accountability in work assignments; or experiences difficulty in addressing new or unusual work situations under normal pressure; or requires frequent guidance and assistance from supervisor or others. When performance is rated at this level, informal assistance in the form of a Performance Assistance Plan (PAP) must be provided to the employee to help improve his/her performance to "Fully Successful."
Unacceptable	This level signifies the performance of the employee consistently fails to meet the established performance standards in one or more critical elements of the employee's position. When performance is rated at this level, a performance Improvement Plan (PIP) must be implemented to help the employee improve his/her performance to "Fully Successful."

Determining Summary Performance Ratings

Apply the following process to determine the summary performance rating level for the year:

Outstanding	For a summary performance rating of Outstanding, one half or more of the Critical Elements are rated Outstanding and none of the Critical Elements are rated lower than Exceeds Expectations.
Exceeds Expectations	For a summary performance rating of Exceeds Expectations, one half or more of the Critical Elements are rated Exceeds Expectations and none of the Critical Elements are rated lower than Fully Successful.
Fully Successful	For a summary performance rating of Fully Successful, the majority of the Critical Elements are rated Fully Successful, and none of the Critical Elements are rated lower than Fully Successful.
Minimally Satisfactory	For a summary rating of Minimally Satisfactory, one or more Critical Elements are rated Minimally Satisfactory and none of the Critical Elements are rated Unacceptable.
Unacceptable	For a summary rating of Unacceptable, one or more Critical Elements are rated unacceptable (Unacceptable).



EPA Performance Appraisal and Recognition System
Performance Plan and Summary Appraisal Package
Agency Benchmark Standards
AFGE Bargaining Unit

Instructions for Applying Standards: Ratings at all levels must be evaluated in the context of the grade level and job duties of the individual employee to the extent they apply to the critical element.

Outstanding	Delivers products or services that, to an extraordinary degree, support the Agency's strategic plan, programs, policies, organizational annual performance plans, or budget priorities. Products or services are of exceptional quality and provide exemplary models for addressing the most difficult and complex work challenges and demonstrate the highest levels of creativity, skill, and knowledge of subject area. Products are consistently produced ahead of the expected timeframes and reliably comply with applicable statutes, regulations, and established policies and procedures. Adjusts with exceptional quickness and ease to changing priorities, consistently taking the lead. Products or services demonstrate exceptional research and analysis. Exhibits exceptional skills in independently planning, organizing, and prioritizing multiple assignments. Consistently develops and offers suggestions for organizational and work process improvements that substantially increase results, efficiency, or effectiveness. Communicates verbally and in writing with exceptional clarity and effectiveness, often on topics or issues that are emerging and without precedent. Written materials are always well received and easily understood by a range of individuals and groups and significantly promote the Agency's programs and mission. Provides exceptional leadership in promoting teamwork and collaboration across organizations. <i>Measures and metrics may be included.</i>
Exceeds Expectations	Delivers products or services that, to a degree beyond what can reasonably be expected, support the Agency's strategic plan, programs, policies, organizational annual performance plans, or budget priorities. Products or services are of superior quality and provide excellent models for addressing the most difficult and complex work challenges and demonstrate high levels of creativity, skill, and knowledge of subject area. Products or services are frequently produced ahead of the expected timeframes and reliably comply with applicable statutes, regulations, and established policies and procedures. Adjusts quickly to changing priorities, often taking the lead. Products or services demonstrate high quality research and analysis. Exhibits excellent skills in independently planning, organizing, and prioritizing multiple assignments. Frequently develops and offers suggestions for organizational and work process improvements that increase results, efficiency, or effectiveness. Communicates verbally and in writing with excellent clarity and effectiveness, often on topics or issues that are emerging and without precedent. Written materials are consistently well received and easily understood by a range of individuals and groups, significantly promoting the Agency's programs and mission. Provides high quality leadership in promoting teamwork and collaboration across organizations. <i>Measures and metrics may be included.</i>
Fully Successful	Delivers products or services that support the Agency's strategic plan, programs, policies, organizational annual performance plans, or budget priorities. Products or services are of a good quality and provide good models for addressing work challenges and require high levels of creativity, skill, and knowledge of subject area. Products are produced within the expected timeframes and reliably comply with applicable statutes, regulations, and established policies and procedures. Adjusts to changing priorities. Products or services demonstrate thorough research and analysis. Exhibits effective skills in independently planning, organizing, and prioritizing multiple assignments. Develops and offers suggestions for organizational and work process improvements that increase results, efficiency, or effectiveness. Effectively communicates verbally and in writing. Written materials are well received and easily understood by a range of individuals and groups, promoting the Agency's programs and mission. Promotes teamwork and collaboration across organizations. <i>Measures and metrics may be included.</i>
Minimally Satisfactory	Delivers products or services that marginally support the Agency's strategic plan, programs, policies, organizational annual performance plans, or budget priorities. Products or services demonstrate occasional deficiencies in creativity, skill, and knowledge of subject area. Products or services are occasionally produced in an untimely manner or do not comply with applicable statutes, regulations, and established policies and procedures. Has some difficulty adjusting to changing priorities. Products or services sometimes lack adequate research and analysis. Occasionally demonstrates difficulty with independently planning, organizing, and prioritizing multiple assignments. Infrequently offers suggestions for organizational and work process improvements that increase results, efficiency or effectiveness. Verbal and written communications lack clarity. Written materials are generally not well received or understood by a range of individuals and groups. Infrequently promotes teamwork and collaboration across organizations. <i>Measures and metrics may be included.</i>
Unacceptable	Often delivers products or services that do not support the Agency's strategic plan, programs, policies, organizational annual performance plans, or budget priorities. Products or services demonstrate frequent deficiencies in creativity, skill, and knowledge of subject area. Products are not produced in a timely manner and do not comply with applicable statutes, regulations, and established policies and procedures. Often has difficulty adjusting to changing priorities. Products or services often lack adequate research and analysis. Often demonstrates difficulty with independently planning, organizing, and prioritizing multiple assignments. Rarely offers suggestions for organizational and work process improvements that increase results, efficiency or effectiveness. Verbal and written communications often lack clarity. Written materials are frequently not well received or understood by a range of individuals and groups. Does not promote teamwork and collaboration across organizations. <i>Measures and metrics may be included.</i>



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Employee Name
Reshkin, Karen

Organizational Location:

CE 1: Critical Element

CJE 1: Manages the Region 5 Web site and serves as Regional Web Content Coordinator

Strategic Plan elements supported by this CE:

Assumptions: OPA and Regional management acknowledge the employee's role as Web site manager and Web Content Coordinator and support the employee in carrying out these activities. Travel funding is available to attend twice-yearly Web Council meetings.

Employee Performance Must be Evaluated against the Agency Benchmark Standards.

Measures and Metrics:

Supervisor's Notes (may be continued on last page): *

Managing the Region 5 web site

- Evaluates the effectiveness and usability of the Region 5 Web site and makes recommendations for improvement
- Works with management to identify content needs and priorities for the Region 5 Web site. Develops annual content plan and strategy for the Web site.
- Coordinates content development and content reorganization for the Region 5 Web site.
- Provides constructive assistance and guidance to all Region 5 Divisions and Offices about the content and organization of their Web pages.
- Informs management of potential issues with Web site content or development.
- Provides Web analytics information to management and Web staff for all Divisions and Offices.
- Advises managers to help them use the Web to improve how Region 5 does business, serves citizens and fulfills Regional priorities
- Responds to inquiries from the public about the Region 5 Web site.
- Convenes and lead regular meetings of employees responsible for the various parts of the Region 5 Web site.

Region 5 Web Content Coordinator

- represents the Region on the EPA Web Council, attending regular conference calls and in-person meetings
- communicates Web governance decisions to Region 5 management and Web staff.
- coordinates content organization within the Region.
- serves as the Regional lead for Web product review; reviews the Region 5 Web site for content, appropriateness, design and functionality, as well as compliance with EPA Web governance.
- determines the need for new e-government tools and helps develop them as appropriate.
- coordinate organization of the Region's content within the larger Agency information architecture.
- coordinates with EPA Headquarters, other regional offices, and other agencies to leverage resources and ensure quality and consistency.
- manage implementation of Agency Web content policies, procedures, and standards in the Region
- coordinates with the Region 5 Infrastructure Coordinator
- coordinates training for Regional Web content providers

*** Written highlights are required to support an element rating of Outstanding, Minimally Satisfactory, or Unacceptable.**

Rating: ☐ Outstanding ☒ Exceeds Expectations ☐ Fully Successful ☐ Minimally Satisfactory ☐ Unacceptable



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Employee Name
Reshkin, Karen

Organizational Location:

CE 2: Critical Element
CJE 2 : Lead OPA Web development efforts.

Strategic Plan elements supported by this CE:

Assumptions: There are at least two people working on the Web in OPA.

Employee Performance Must be Evaluated against the Agency Benchmark Standards.

Measures and Metrics:

Supervisor's Notes (may be continued on last page): *

Has lead responsibility for managing the parts of the Region 5 Web site that OPA staff maintains. These include but are not limited to:

- News releases
- community involvement information
- contracts and grants
- agriculture
- enforcement
- Indian Environmental Office
- FOIA
- environmental education
- environmental software

In addition, OPA staff maintains national content:

- Kids, Students, High School and Teachers sites
- Frequently Asked Questions applications for these sites, and for the Office of Environmental Education

Maintains partnership sites including:

- Midwest Natural Resources Group (mnrg.gov)
- Waterspace

Works with content owners in these organizations to help them develop content for the Web site, and advises them on the most effective ways to present their content.

Updates content promptly, provides estimated completion time for updating tasks, and provides confirmation when updates are complete. Arranges for backup coverage in case of anticipated absence.

Ensures that external hosting of MNRG site is funded and that site meets applicable government Web standards.

Is familiar with EPA Web policy and follows it. Makes sure other OPA Web staff are familiar with EPA Web governance.

Makes regular backups of site content.

*** Written highlights are required to support an element rating of Outstanding, Minimally Satisfactory, or Unacceptable.**

Rating: ☐ Outstanding ☒ Exceeds Expectations ☐ Fully Successful ☐ Minimally Satisfactory ☐ Unacceptable



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Employee Name
Reshkin, Karen

Organizational Location:

CE 3: Critical Element

CJE 3: Emergency preparedness and other projects and duties as assigned.

Strategic Plan elements supported by this CE:

Assumptions:

Employee Performance Must be Evaluated against the Agency Benchmark Standards.

Measures and Metrics:

Supervisor's Notes (may be continued on last page): *

Participates in Regional emergency preparedness activities, including:

- participates in ongoing Incident Command System (ICS) training
- participates in COOP planning and exercises as an essential employee
- identifies, collects and maintains "essential documents"
- works with Divisions and Offices to develop Regional emergency Web procedures

Participates in Agency wide emergency preparedness activities, including:

- participates in Agencywide emergency preparedness exercises
- serves as backup Web personnel for other Regions, EPA home page
- stays current on use of Akamai disaster recovery system
- maintains emergency materials on USB drive including national web contact list

Participates in workgroups and on special projects.

*** Written highlights are required to support an element rating of Outstanding, Minimally Satisfactory, or Unacceptable.**

Rating: ☐ Outstanding ☐ Exceeds Expectations ☒ Fully Successful ☐ Minimally Satisfactory ☐ Unacceptable



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Employee Name

Organizational Location:

CE 4: (This CE normally left blank)

Strategic Plan elements supported by this CE:

Assumptions:

Employee Performance Must be Evaluated against the Agency Benchmark Standards.

Measures and Metrics:

Supervisor's Notes (may be continued on last page): *

*** Written highlights are required to support an element rating of Outstanding, Minimally Satisfactory, or Unacceptable.**

Rating: ☐ Outstanding ☐ Exceeds Expectations ☐ Fully Successful ☐ Minimally Satisfactory ☐ Unacceptable

KAREN RESHKIN 2011 EOY PARS EVALUATION

JUSTIFICATION FOR EE RATING

The past year saw fundamental changes in the way the Region – and the Agency – manages its web content. The Region cleared out old content, improved the quality of the remaining content and devised a new, more centralized approach to managing web work. Karen played a key role in making these changes successful. A couple examples:

- The RA decided to centralize all web functions into ORA. Karen helped devise the structure for this web group and helped create and implement a plan for migrating all of the Region's web content into a single, new account.
- Aided by Karen's expertise, the Region managed to identify and delete more than 2,500 pages of unneeded content. At the same time, the quality of remaining web content was dramatically improved. Earlier this year nearly 60% of the Region's web pages were incomplete or lacking metadata records. Now, that number down to 40%. There is still a long way to go but steady progress continues.

Throughout the process of overhauling the Region's web content, Karen demonstrated a "can-do" attitude, rigorously analyzed problems and made helpful suggestions. The effort would not have accomplished as much without her hard work.